

As electricity markets open to competition, retail consumers are increasingly gaining the ability to choose their electricity suppliers. With this choice comes the need for consumers to have access to information about the price, source, and environmental characteristics of their electricity. For green power marketers in particular, it is important that consumers understand the environmental implications of their energy consumption decisions. To date, 23 states and the District of Columbia have *environmental disclosure* policies in place, requiring electricity suppliers to provide information on fuel sources and, in some cases, emissions associated with electricity generation. Although most of these policies have been adopted in states with retail competition, a handful of states with no plans to implement restructuring have required environmental disclosure.



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